



Job description

Job title:	Communications Officer
Reporting to:	Communications Manager
Salary:	£25,000 - £29,000 DOE
Hours:	37.5 hours per week (will consider 0.8 FTE for the right candidate) Monday to Friday
Terms:	Permanent contract, 25 days holiday (exc. Bank Holidays), 5% pension contribution.
Place of work:	Our central office (Bristol) with some hybrid working optional; regular visits to our warehouses

About FareShare South West

FareShare South West is the region's largest food redistribution charity. We take good-to-eat surplus food that would otherwise go to waste, and share it with over 400 charities, schools and community hubs across the south west, joining the dots between food waste and hunger and transforming an environmental problem into social good.

Purpose of role

We're restructuring our Fundraising and Communications team to increase our capacity to communicate about our work, and raise income.

In this creative role, you will plan, create and deliver print and digital marketing content to support this important work, ensuring potential supporters (including volunteers, fundraisers, food suppliers and key local stakeholders) know about our social and environmental impact.

The pay scale for this role reflects that we're open to applications from experienced communications professionals, and also those looking to move into the sector who have transferable skills.

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- Work with the Communications Manager to develop and deliver an annual comms schedule, including proactively sourcing case studies and testimonials with video, photography and written content
- Work with the Communications Manager to develop and implement a social media plan with metrics for monitoring and evaluation
- Create and share engaging content across all our social channels (Instagram, Facebook, LinkedIn, X) to meet objectives

- Launch TikTok as a new content platform
- Design print materials including posters and leaflets
- Keep the website up to date
- Support the Communications Manager with the circulation and promotion of press releases and management of press database, comms crisis plan and FAQs
- Assist with the delivery of internal communications
- Regularly review and refresh our bank of testimonials and statistics, managing permissions for content
- Work closely with the fundraising team to creating compelling appeals content to generate income
- Act as an ambassador for our charity, sharing our values and engaging with the public
- Work collaboratively with staff teams (Food Sourcing, Volunteering, Membership, Fundraising, Employability and warehouse teams in Bristol and Plymouth) to ascertain and fulfil their comms needs
- Work collaboratively with young people on our FareChance employability programme, supporting them to learn new professional skills and developing an exciting new youth-led, inclusive aspect of our comms
- Support student interns, volunteers and warehouse-based comms leads with comms projects
- Proactively seek out examples of comms best practice and developments, including building relationships with partner charities in the FareShare network

Other

- Undertake any other reasonable duties to support the operations of the charity
- Assist on monitoring progress, impact, and success against KPIs

Person Specification

Essential Experience

- Work experience in communications, marketing, fundraising, or relationship-building
- Experience in creating content for digital
- Strong skills in persuasive copywriting and editing for different audiences
- Familiarity with social media best practice and key platforms (Instagram, Facebook, LinkedIn, TikTok)
- Experience using Microsoft Office 365 and Teams
- Ability to work on own initiative and to meet objectives and deadlines in a fast-paced work environment
- A willingness to do some travelling within the South West, to visit our warehouse in Plymouth and collect case studies with our food suppliers and charity partners

Personal Qualities

- An interest in and commitment to FareShare South West's mission and core values
- Excellent interpersonal skills and proven ability to form good working relationships, both internally and externally
- Strong organisational skills and the ability to manage time, prioritise and plan effectively
- Creative thinker

- Confidence in communicating with a wide range of people, face to face and remotely

Desirable

- Experience gained in a charity or social enterprise
- Experience using brand guidelines
- Experience creating professional content for social media
- Experience creating documents for print
- Photography skills
- Videography skills
- Experience using a website CMS (Wordpress)
- Experience in graphic design, for example Canva and Adobe Creative Cloud including InDesign
- Media/PR experience
- Driving licence